



Produce Marketing Association

Mail: PO Box 6036 • Newark, Delaware 19714-6036 • USA

Address: 1500 Casho Mill Road • Newark, Delaware 19711 • USA

Phone: +1 (302) 738-7100

Fax: +1 (302) 731-2409

www.pma.com



NEWSFLASH

**June 2, 2004
FOR IMMEDIATE RELEASE**

**PRESS CONTACT: Lee Mannering
LMannering@pma.com, +1 (302) 738-7100**

New PMA Consumer Research Finds Produce Plays Key Role in Restaurant Selection; Upcoming PMA Foodservice Conference to Focus on Consumer Trends, Implications for Operators

Newark, Del. -- Despite the growing presence of low-carbohydrate options in today's marketplace, new consumer research from the Produce Marketing Association has found that nearly half of consumers consider fruits and vegetables to be very important and take the availability of produce items on the menu into consideration when selecting a restaurant. Forty-nine percent consider the presence of fruits and vegetables on the menu to be extremely important, while only 13% feel the same way about low-carb items.

The research was conducted for PMA by Opinion Dynamics Corporation. The results are statistically valid within a 3% margin of error and carry a 95% confidence level.

The survey also asked consumers to name the fresh fruits and vegetables they consider to be low in carbohydrates. Common responses given were broccoli (10%), apples (8%), green/string beans (6%), and green vegetables (5%). Interestingly, a key finding was that 57% of consumers could not name a low-carb fresh fruit or vegetable. In addition, consumers were asked about their confidence level in the safety of the produce items they eat in restaurants. Almost four in five respondents (76%) are either very or somewhat confident about the safety of foodservice produce.

Foodservice operators and their supply chain partners who want to learn more about consumer attitudes and behaviors like these, particularly as they relate to meals eaten away from home and how they impact the produce industry, should plan to attend PMA's upcoming Foodservice Conference, Tours & Expo, July 24-26 in Monterey, California.

The conference's opening general session on Sunday, July 25, will address these topics and feature a panel of industry leaders as they discuss and add perspective to key consumer research results unveiled at the 5 A Day Foodservice Summit (scheduled for Friday, July 23). Consumer trends will also be addressed during PMA's "Workshops on Wheels" field tours and during the Hot Issues Roundtable sessions on July 26.

For more information about the PMA 2004 Foodservice Conference, Tours & Expo, visit the PMA Web site at <http://www.pma.com/Foodservice2004>.

The Produce Marketing Association (PMA), founded in 1949 and based in Newark, Delaware, is a not-for-profit global trade association serving over 2,400 members who market fresh fruits, vegetables, and related products worldwide. Its members are involved in the production, distribution, retail, and foodservice sectors of the industry. PMA's core purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services.

#####